

DEATH TO ALL SACRED COWS.

"Never say something offensive in a headline." BANG.

"Clients should be charged based on hours worked." BANG.

"It's okay to act like a jerk if you're talented." BANG.

When you think about it, there are a lot of sacred cows in the advertising business. And we think it's high time someone shot them. Dead.

We're The Gate Worldwide and we were born with an itchy trigger finger.

First of all, we believe people are less likely to buy when they think they're being sold. Little

wonder direct mail is called junk mail. Email blasts are considered spam. And guerilla tactics are written off as graffiti. Or worse.

The problem, however, isn't with the media. It's with the advertising agencies. Too much of what our industry creates either chases, harangues or interrupts the very people we're trying to seduce.

Which naturally leads us to this conclusion: true success comes not from selling to

customers, but by attracting them.

How do we get paid to attract customers to you? By killing another sacred cow.

Sorry to be difficult, but we don't believe in being paid an hourly rate.

After all, what if a great idea takes thirty seconds to invent? Does that mean we should charge you \$1.50 for the idea? Of course not.

That's why we split our compensation in three units. Brainpower (the highest price) for generating the ideas. Arms and legs (a commodity price) for executing those ideas. And a bonus structure based on the results of our work. In short, the more money you make, the more money we make.

A perfect segue to what is arguably the most famous sacred cow: "A good idea sells itself." BANG.

Having a good idea is one thing. Selling it is another. And that, young grasshopper, has cost implications, too.

If you approve our work and sell it into your management, it saves us time. Which saves us money. Money we

can then cheerfully return to you in the form of a nice

discount. Or some frilly lingerie. Your choice.

Truth be told, there are many more sacred cows we'd like to sacrifice for the greater good.

If you'd like to hear about them, call 212-508-3400 and ask for Beau Fraser, David Bernstein or Bill Schwab.

Trust us. It'll be a fun conversation. **the gate** Almost as much fun as killing this sacred cow: "No one reads body copy." BANG.

